



**DAVID E. WILLIAMS**

**CHIEF OPERATING OFFICER & EXECUTIVE VICE PRESIDENT**

**GROWING TOGETHER**

# THANKS FOR YOUR LEADERSHIP!

## EASTERN AREA MAILING INDUSTRY FOCUS GROUP



### INDUSTRY CO-CHAIR

### MAIL CLASS

Richard Gebbie

First-Class Mail

Edward Mayhew

Periodicals

Lisa Wurman

Standard Mail

### INDUSTRY CO-CHAIR

### POSTAL CO-CHAIR

PHILADELPHIA PCC

Edward Strow

Jennifer Vo

SOUTHEASTERN PCC

Lisa Wurman

Jeffrey Schoch

SOUTH JERSEY PCC

Tanya Erickson

Bernadette Puodizunas

**CUSTOMER  
VALUE**

**BUSINESS  
VALUE**

**PCC  
VALUE**

**KEY STRATEGIES**



**PREMIER  
BMEU**

**EMPOWER OUR  
EMPLOYEES**

**with tools to deliver customer solutions**



# PREMIER BMEU



Pilot One Location in Every District

# Data Analytics and Technology

with actionable, real-time data and analytics



# insights

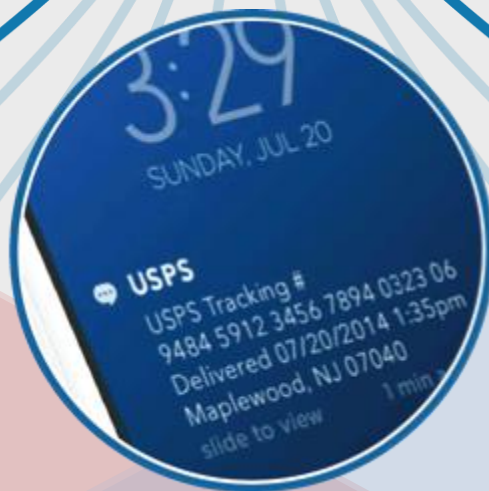
into data empowers, informs and connects



# FOCUS ON THE CUSTOMER



**Physical to Digital  
Mail Promotions**



**MyUSPS  
my.usps.com**

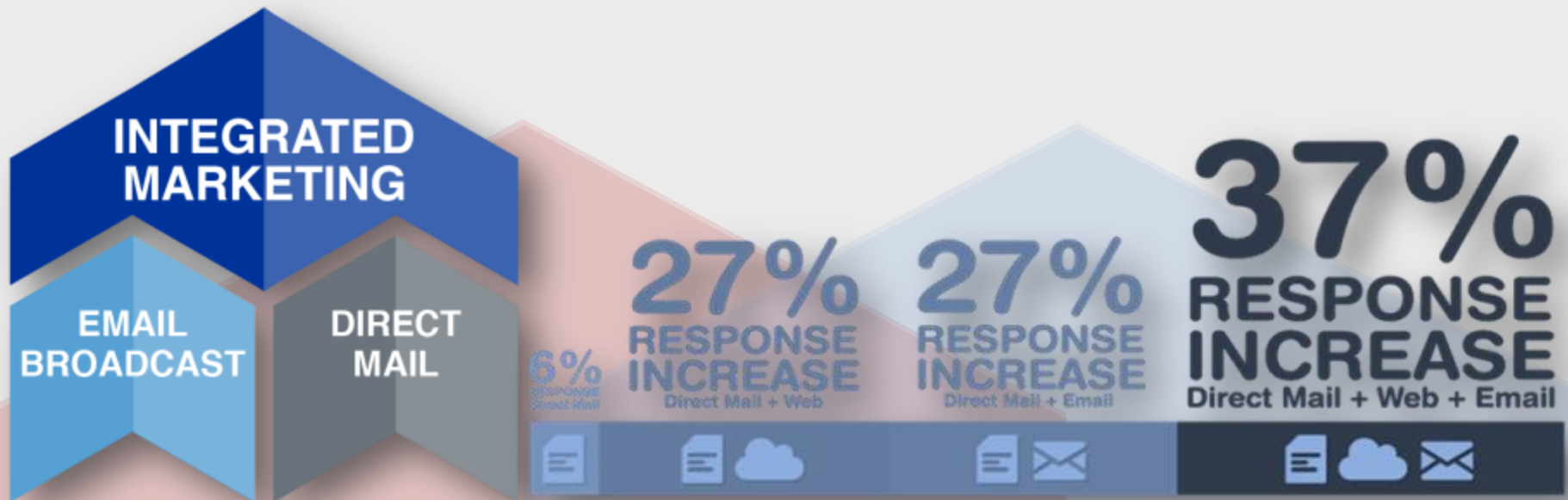


**Faster Shipping.  
More Visibility.  
Simpler Returns.**



## Direct Mail responses increase by using Multi-Channel marketing

Using direct mail, web and email in integrated campaigns creates synergies that boost response more than using any medium alone.



[www.irresistiblemail.com](http://www.irresistiblemail.com)



IRRESISTIBLE

INSPIRE ♦ EDUCATE ♦ ENGAGE

UNITED STATES  
POSTAL SERVICE®



# INFORMED DELIVERY APP



# INFORMED DELIVERY APP

MULTIPLE IMPRESSIONS

INTERACTIVE

REACH YOUR TARGET





## **2015 Promotion Strategy**

### **Explores New Ways to Use Mail to Engage Consumers**

#### **First-Class Mail Promotions**

**Shows the value of First-Class Mail and encourage new uses:**

- **Drives new revenue through color advertising on bills/statements**
- **Provides more information to reduce calls to call center**
- **Builds brand loyalty through Cause Marketing**

#### **Direct Mail Promotions**

**Demonstrate how direct mail, combined with mobile technology, can increase response rate and drive consumers to:**

- **Shop on marketers mobile optimized site**
- **Allow online purchasing from mail (“buy now!”)**
- **Enhanced customer experience (video, augmented reality....)**

# 2015 PROMOTION CALENDAR

JAN – FEB - MARCH

APRIL – MAY - JUNE

JULY – AUG - SEPT

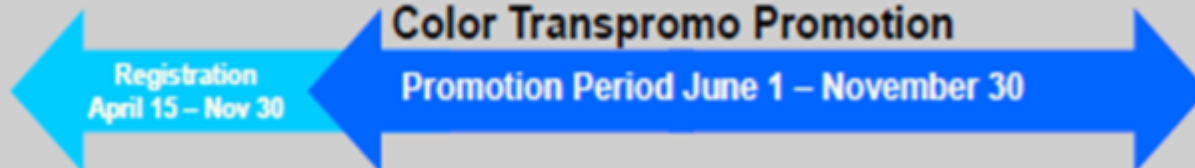
OCT – NOV - DEC

## FIRST-CLASS MAIL®

### Earned Value Promotion



### Color Transpromo Promotion



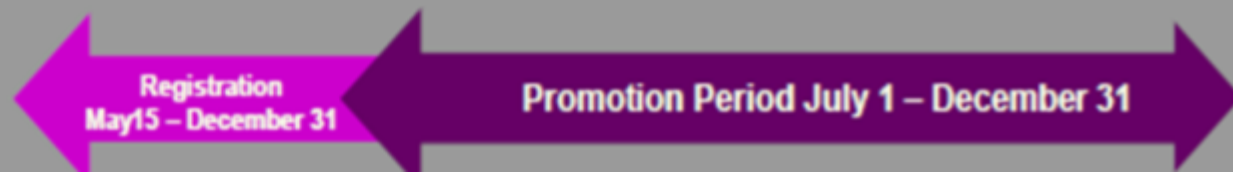
## STANDARD AND FIRST-CLASS MAIL

### Emerging and Advanced Technology Promotion



## STANDARD MAIL®

### Mail Drives Mobile Engagement Promotion



# 2015 COLOR TRANSPROMO PROMOTION

**Encourage FCM mailers to use color messaging on bills and statements**

**Discount: Upfront 2% postage discount**



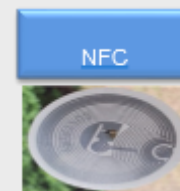
**Promotion: June 1 – November 30**

**Results to date:**

- 600M total pieces

**Encourage Direct Mailers to incorporate  
interactive technology to drive interest in mail as  
a marketing channel**

**Discount: Upfront 2% postage discount**



Printed conductive inks create the circuit for conductive flow



Conductive Ink Pen

**Promotion: May 1 – October 31**

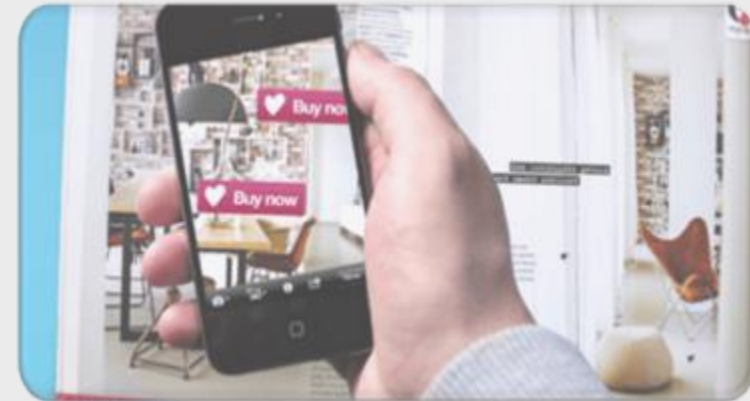
**Results to date:**

- 2B total pieces



**Encourage marketers and retailers to utilize state of the art mobile purchasing technology with direct mail**

**Discount: Upfront 2% postage discount**



**Promotion: July 1 – December 31**

**Results to date:**

- 1.7B total pieces

# **USPS OPERATIONS**

**INNOVATE TO DELIVER VALUE**  
**INVEST IN OUR FUTURE**

## Our Commitment



**Relentlessly  
Focus on the  
Customer**



**Equip, Engage  
& Empower  
USPS  
Employees**



**Innovate  
to Deliver  
Value**



**Invest  
in our Future**

## 4 Focus Areas

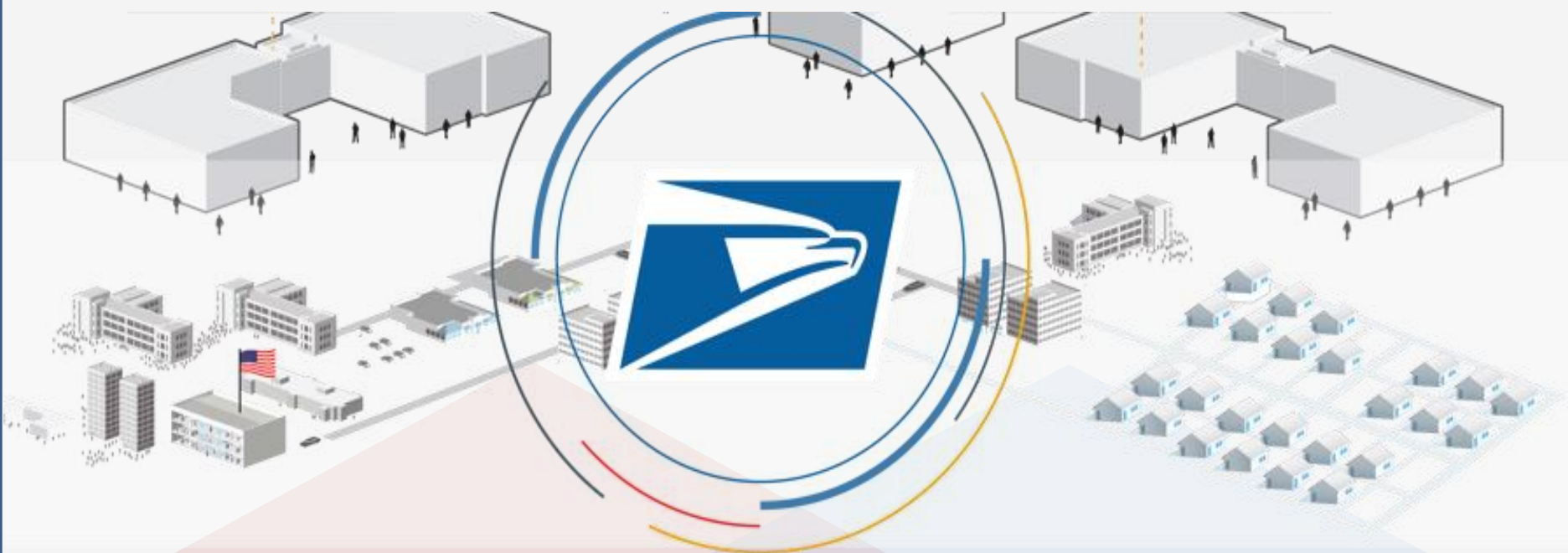


# DELIVERY

## OUR CORE COMPETENCY

Innovate to Deliver Value





## Competition in the Last Mile

## Next Generation Mail Box (NGMB)

### Urban Mailboxes



### Suburban Mailboxes



Fits 2 large priority boxes along with other mail

**Innovate to Deliver Value**

## Next Generation Mail Box (NGMB)

### Urban



- Four pilot sites: Boston, New York, Pittsburgh and Washington DC
- Customers continue to register in pilot areas

### Suburban



- Four pilot routes in CA, CO and ND
- 462 customers have registered for the Next Generation Mailbox

### Customer Feedback

- “This is amazing. I don’t have to go to the PO anymore.
- “I’ve been making more online purchases because the mailbox is so convenient.”

**Innovate to Deliver Value**



## Customized (Grocery) Delivery



- Piloted in San Francisco
- Expanded to Southern CA: Los Angeles, San Diego and Orange County
- And now... in New York

### Current Locations

City	USPS ZIP Codes
San Francisco CA	41
Los Angeles CA	447
San Diego CA	59
New York NY (Metro)	141
Long Island NY	138
<b>Total</b>	<b>826</b>



**Innovate to Deliver Value**





Same day local delivery.

BETA IN  
SF

Buy it now.  
We'll deliver it  
today.

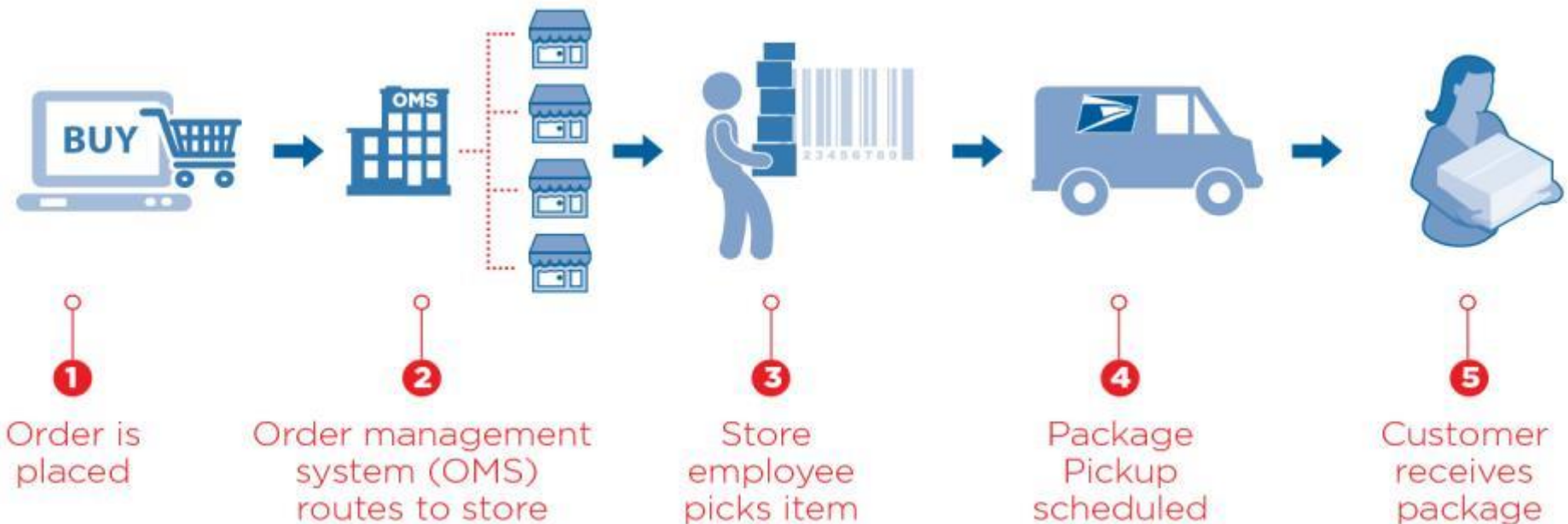
When buying in store or online, get same day local delivery with Metro Post from the United States Postal Service.®

Stay on top of all your Metro Post™ updates.

[Sign Up Now](#)

## Innovate to Deliver Value

**Ship-From-Store** solutions enable retailers to create online fulfillment centers in-store, to help deliver a seamless customer shopping experience across channels.



**Innovate to Deliver Value**

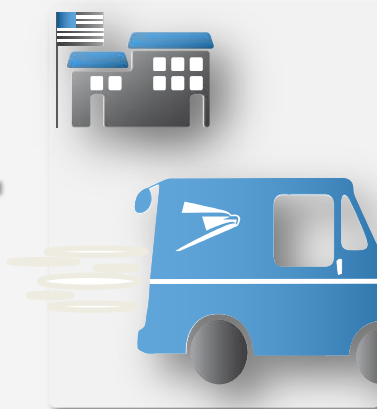
Scan Events



+

Carrier  
Assignments

+

Depart  
Facility

+

Carrier Pivots & Street  
Assistance**PREDICTIVE DELIVERY**

Innovate to Deliver Value

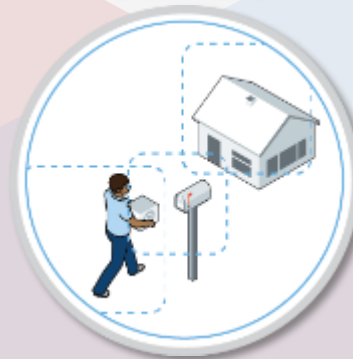
## **USPS DELIVERY MANAGEMENT SYSTEM**



**Mobilize  
Our Managers**



**Fully Connected  
Carriers**



**Realize Operational  
Efficiencies**

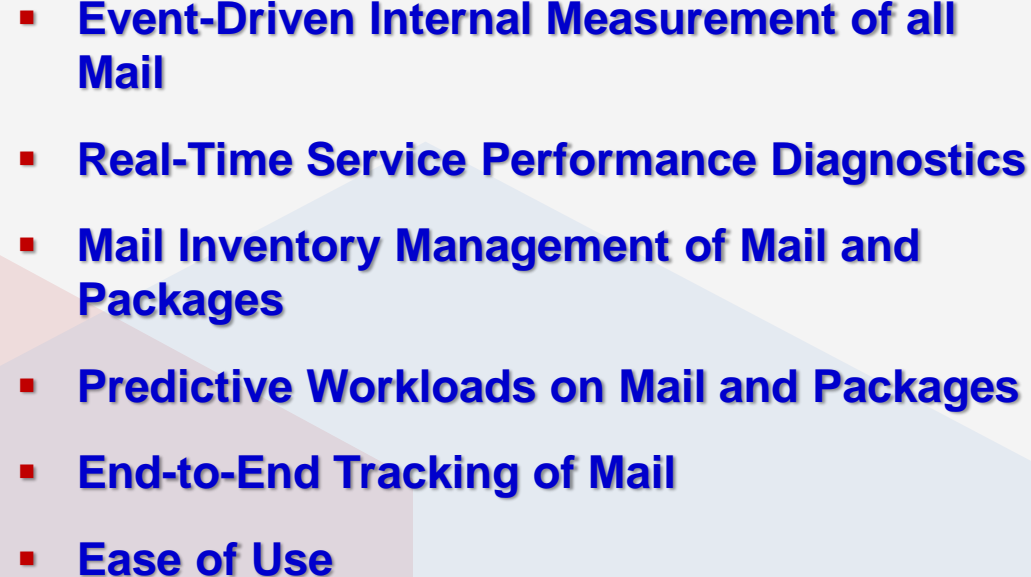


# Innovate to Deliver Value



**IV is an enterprise system that will be a real-time single source of all mail and mail aggregate information.**

IV will leverage data to provide business intelligence for USPS functional groups and the mailing industry, providing:

- 
- **Event-Driven Internal Measurement of all Mail**
  - **Real-Time Service Performance Diagnostics**
  - **Mail Inventory Management of Mail and Packages**
  - **Predictive Workloads on Mail and Packages**
  - **End-to-End Tracking of Mail**
  - **Ease of Use**

**Invest in Our Future**



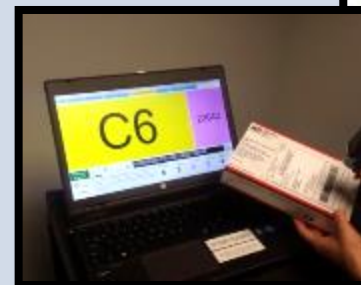
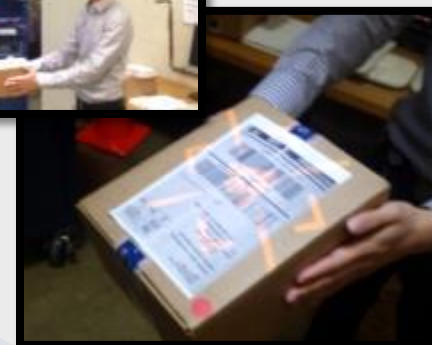
## PASS Technology

- Employees “pass” mail piece under overhead camera to capture AAU scan
- Camera instantly captures multiple barcodes storing image
- Barcode data transmitted real-time to Package Database system for analysis
- Feedback returned to employee within <500 milliseconds with further handling instructions

## DSS Technology

- Low cost scanning system using standard laptop and ring scanner
- Barcode data transmitted real-time to Package Database system for analysis
- Feedback returned to employee within <500 milliseconds with further handling instructions

## DELIVERY UNIT TECHNOLOGY



**Invest in Our Future**

## CARRIER TECHNOLOGY



- Deployed more than 200,000 MDDs to date
- Scans packages as they move through the USPS network real- time with GPS data
- Customers can track their package's progress through the [My USPS.com](https://myusps.com) tracking app
- Eliminates paper delivery receipts which improves efficiency



## Invest in Our Future

## Small Package Sorting System (SPSS)

- Deployment of 5 phase I machines completed
- 21 machines in place for PEAK 2015

## Increased Separations

- Bin Expansion of 10 APPS machines
- Bin Expansion of 47 APBS machines

## Supplemental Induction Units

- Additional induction units on single induction APPS machines

## Next Generation Sorters

- Development efforts underway



## Immediate Investment Commercial Off-the-Shelf Left Hand Drive vehicles

- Replacing vehicles well-past useful life
- Minivans – fully deployed
- Mixed Delivery and Collection Vehicles – “2 tons”
- Extended Capacity Left-Hand Drive (LHD) Vehicles to replace minivans
- Service Vehicles (tow trucks and maintenance vehicles)

## Next Generation Vehicle Special Purpose Right Hand Drive Vehicle

- RFI completed and RFP for multiple prototype vehicles underway
- In process of determining what is available and can be done
- Identifying best-in-class flexible technology to ensure future adaptability as innovations emerge



# Invest in Our Future



## FALL MAILING SEASON 2015







## New in 2015

- **124 automated package and bundle sorters expanded since last Fall Mailing Season**
  - 5,488 additional separations added (avg of 44 per machine)
- **21 Small Package/Bundle Sorter Systems by Peak**
- **75,000 cubic feet of additional air capacity per day**
- **Expanded access to the network**
  - FAST appointments extended
  - Activated 187 Hubs
- **Lean Mail Processing implemented in every plant**
- **New data analysis tools and reports (SPD)**



## **New in 2015**

- **Mobile Delivery Device deployment complete Sept. 2015**
- **DSS enhancements**
- **Indoor Parcel lockers – Complete deployment of ~1,300 units by 10/15 with installation in lobbies by 11/1**
- **Lean Delivery – Phase I implemented in every unit**
- **Leverage Local Operations Centers**



# MTE

- **MTE Label Holder ordering is now available in MTEOR**
- **USPS purchased \$85M in New Buys for FY 2015**
  - Plastic Pallets, Plastic Trays, Plastic Flat Tubs and Sleeves
  - Quarter 4 purchases still being received through September
- **MTE Inventory is available to meet fall demand**
  - 3.9 Million EMM Trays & Sleeves
  - 2.3 Million MM Trays & Sleeves
  - 1.5 Million Half-Trays & Sleeves
  - 2.0 Million Pallets
  - 2.7 Million Flat Tubs





## Our Commitment



**Sufficient capacity in our networks**



**Peak days/weeks identified & resource plans in place**



**Comprehensive contingency planning (weather)**



**Timely dispatches from our processing facilities**



**Industry partnership / communication**



# PCC COMMUNICATION



Linked in™

**PCC** POSTAL CUSTOMER CAFE

**PCC INSIDER**  
NEWS YOU CAN USE





# PCC VALUE

**USPS Officers**

**Postal  
Customer  
Council**

**Business Service  
Network**

**Mailers Technical  
Advisory Committee**

**Mailing Industry Area  
Focus Group Meetings**

## PCC COMMUNITY

**Postal Customer  
Council Advisory  
Committee**

**National Postal  
Forum**

**Customer  
Events**

**Sales Team**

# PCC COLLABORATION





## 2015 PCC LEADERSHIP AWARD WINNERS



Gold Award Winner best practices online at RIBBS/PCC

# **AWARD WINNERS – CONGRATULATIONS!**

**PHILADELPHIA PCC**

**2015 Premier Gold Award**

**SOUTH JERSEY PCC**

**2015 Premier Gold Award**



# 2016 Leadership Awards

**NEW**

- **PCC Membership Excellence Award**
- Gold, Silver, Bronze Levels

**CHANGE**

- **PCC of the Year Award (large/small market)**
- No Levels – One Award in each market

**CHANGE**

- **District Manager of the Year**
- Each Area nominates – National Recognition
- Gold, Silver, Bronze Levels

More details available on RIBBS/PCC



2015 PREMIER AWARDS  
**PCC**  
GOLD

# NATIONAL POSTAL FORUM 2016

PCC Educational Workshops

PCC Opening Session

PCC Networking Opportunities

Exclusive Certification Programs

Over 100+ Exhibitors



*Nashville 2016*

*TUNE IN TO...*



Mailing



Networking



Technology



Shipping



Education

# USPS – INDUSTRY COLLABORATION



GROWING TOGETHER

## ☐ Exchange Ideas & Preempt Issues

- Area Mailing Industry Focus Groups
- MTAC
- PCC Meetings
- NPF

## ☐ Drive Innovation and Adopt Technology

## ☐ Committed to Collaboration/Communication

### OPPORTUNITIES:

#### **Area Mailing Industry Focus Groups – Calendar by Area**

<https://ribbs.usps.gov/index.cfm?page=periodicalsfocus>

#### **NPF 2016 – Nashville, TN March 20-23**

<http://www.npf.org>

#### **PCC – 2016 PCC Week September 19-23**

<http://about.usps.com/postal-customer-council/connect-with-a-pcc.htm>

#### **MTAC – Meet Quarterly**

<https://ribbs.usps.gov/index.cfm?page=mtac>



US POSTAL SERVICE **PCC** <sup>®</sup> NATIONAL PCC  
**WEEK** **2015**  
POSTAL CUSTOMER COUNCIL SEPTEMBER 21 - 25

THANK YOU